AL RAHA BEACH HOTEL ABU DHABI

WINNER
DIGITAL SIGNAGE
Best Practice Award 2009
by viscom

editIT playIT

the digital in signage.

ONE OF THE LEADING SOFTWARE SYSTEMS FOR DIGITAL SIGNAGE IN EUROPE.

MACNETIX

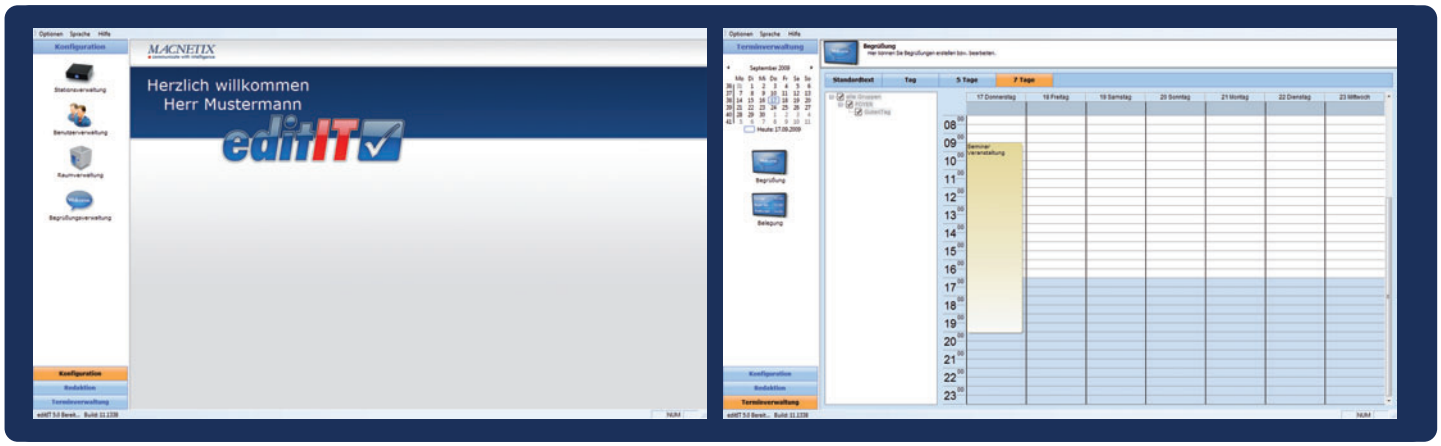
communicate with intelligence

The next generation
editIT/playIT 5.0

editIT playIT
the digital in signage.

Fresh design, additional features, optimized functions

Faster, more modern and more clear: these are just a few of the merits of editIT/playIT 5.0, the new version of the successful digital signage system by Macnetix. The Berlin software company has brought the total wealth of its experience from the last nine years into this product. It has been on the market since 02/2009.



An additional benefit: editIT/playIT 5.0 lets all maintenance customers play the Macnetix Special Content Mix. News from Spiegel Online, football results from kicker.de and the current weather mean viewers paying increased attention to the monitors. Now, what about the most important modifications in detail? Overall, the new version can be operated more quickly and simply than its precursor. In the editorial section of the editIT software, the delivery schedule management is designed to be much more intuitive. The layout is created at the click of a mouse: windows can be relocated, content inserted and then sorted in the time line. Graphic elements provide additional details about time-controlled information (for example, if the current lunch dish appears between 11:00 and 14:00 in the case of a digital menu), as well as information on the data transmission of individual stations in real time.

editIT

Function	Benefits
New content management	Clearer; faster and more efficient processing
New delivery schedule management	Layout using drag & drop
E-mail notification in case of station failure	Allows remote monitoring
Monitoring of data transmissions in real time	User receives more information on current processes
Optimization for UMTS data transmission	Improved data compression and restarting in files
Fully supports multi-client functionality – one server for several customers	Selected users can be given access to particular stations
More detailed log files for advert invoicing	Invoicing accurate to the second for delivered content
Categorization of delivery content	Sorts content, amongst other things, by selected key words
New import interfaces	Allows data transfer from new versions of other programs (e.g. Lotus Notes, MicrosoftExchange, Delphi, etc.)
Reworked user interfaces	Clearer and more intuitive
Selective data transfer	Allows transmission at a particular time or to individual players

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The next generation
editIT/playIT 5.0

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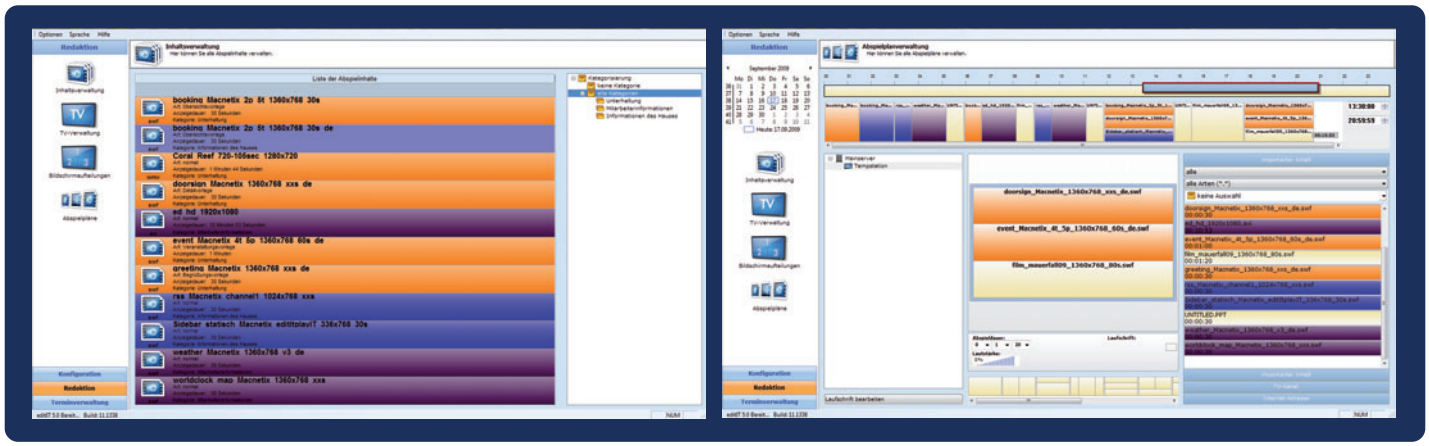

PlayIT, the delivery software, has had a complete redesign and has been completely reprogrammed to create better structures based on collective experience. Cross fades now function through virtual preloading, i.e. through lodging a synchronous second screen level without any time delay. Finally, the UMTS data transfer has been optimized in both program components, which provides a smooth program run even in the case of network overload.

playIT

Function	Benefits
Complete redesign	Improved functionality
Virtual preloading of delivery content	Provides smooth cross fades
Representation of IPTV streams	Future-proof for IPTV streams
More detailed system information on player can be retrieved using WWW site	Faster access to status information on the current player
Highly secure operating system for bank certification	Allows greater security
Reworked transporter with UMTS optimization	Improved data compression and restarting in files
Expanded hardware support	Support of GreenPC, e.g. using the newest Atom processors
System installation from a CD (ISO Image) (playIT, including operating system)	Simpler installation (from mid-2009)
No Microsoft licence required	Saves money, including better virus protection

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digital information system
HOTELS

editIT playIT
the digital in signage.

Versatile and efficient: editIT/playIT DS software is used as a guest information system in hotels.

Multifaceted

It is used as a visitor orientation system and provides information on current room occupation. It gives both guests and employees a view of the current event calendar. In addition, it is ideal as an advertising platform for events and products. This can be particularly attractive for hotel chains if conference hotels, for example, refer to spa and holiday offers within the group. Used as door signage, not only the event but also logos and the event duration can be displayed on the digital board.

Current news, sports news and weather forecasts complete the special content on the screens and attract additional attention. Waiting times can seem reduced through playing TV and DVD programs.

Compatible

These signs can be integrated everywhere. They are generally located in hotel lobbies and conference areas. Use in lifts is also possible. The digital monitors ideally co-ordinate with the interior and design of the hotel and combine to provide overall harmony. A further benefit, in addition to automatic updating, is the intuitive use of the software.

A particular bonus:
The hotel reservation system can be easily linked to the system (e.g. MICROS-Fidelio, Protel, Outlook, Lotus).

digital information system
HOTELS

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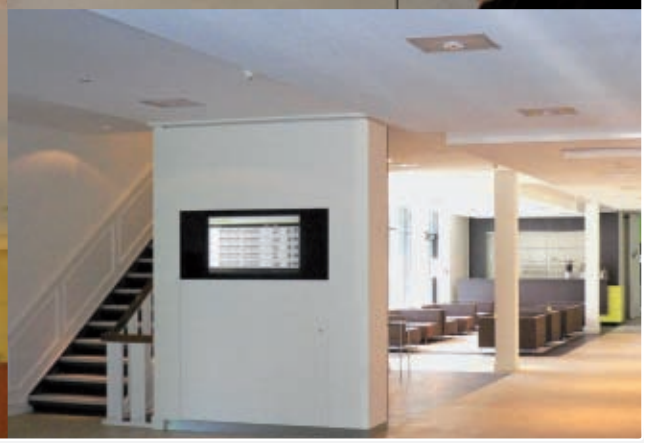

Extract from our list of customers

+ Hotel Berlin, Berlin
+ Steigenberger Hotel Der Sonnenhof
+ Mövenpick Hotel Group
+ Holiday Inn Berlin-Schönefeld Airport
+ Europa-University Viadrina Frankfurt
+ Studentenwerk Rostock, Cafeteria of the University Rostock
+ Berufsbildende Schulen (professional schools) Papenburg and Rosenheim, Germany; Zug, Switzerland
+ Schloss Ludwigsburg (Ludwigsburg Palace)
+ Sparkasse Hanau (bank)
+ Lufthansa Cargo
+ Norgren Pneumatics Germany
+ Bacardi Germany
+ BrainLAB
+ Schwabenlandhalle Betriebsgesellschaft (event hall)
+ Messe Düsseldorf (exhibition)
+ Forschungszentrum Jülich (research center)

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digital information system
STANDARD TEMPLATES

editIT playIT
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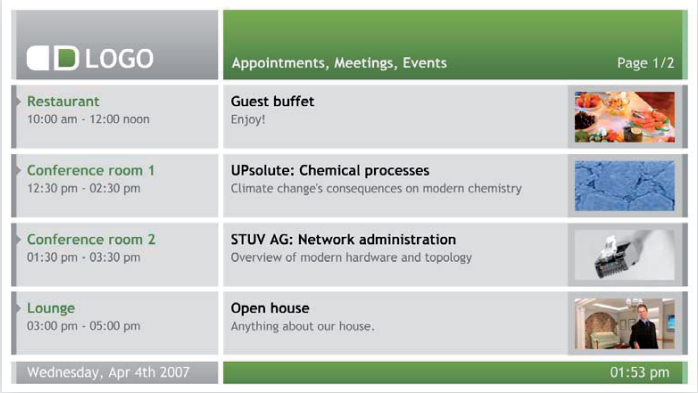
Greeting

- Logo changeable
- Color scheme can be chosen individually
- Language of current date and time available in English and German

Room overview – Version 1

- Overview of current appointments (4 per page)
- Room name, title, detail text, logo & time of appointments
- Logo changeable
- Color scheme can be chosen individually
- Language of current date and time available in English and German



Room overview – Version 2

- Overview of current appointments (9 per page)
- Room name, title & time of appointments
- Logo changeable
- Color scheme can be chosen individually
- Language of current date and time available in English and German

errors and omissions excepted
status 05/2010

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technical details
BROADCAST POSSIBILITIES

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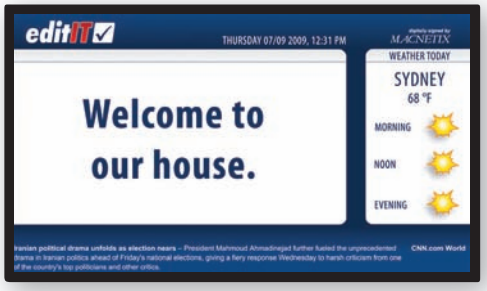
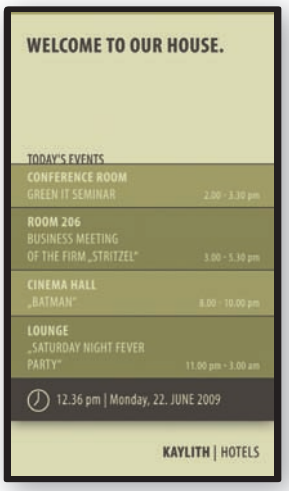
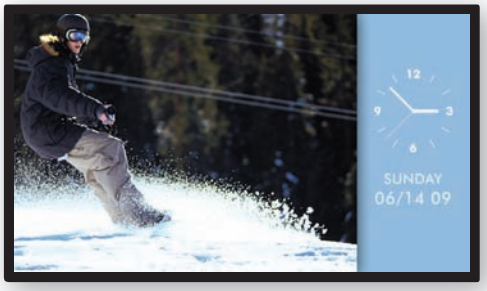


3x Splitscreen Landscape:
Greeting/Weather/News

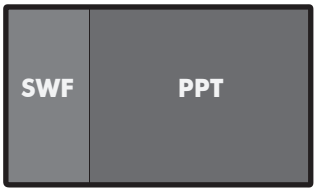


2x Splitscreen Potrait:
Greeting/Room reservations

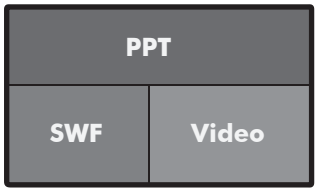


2x Splitscreen Landscape:
Video/SWF

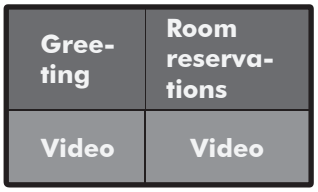
And many other variations as i.e.:



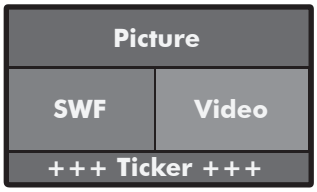
2x Splitscreen:
SWF/PowerPoint



3x Splitscreen:
PowerPoint/SWF/Video



4x Splitscreen: Greeting/
Video/Video/Room reservations



4x Splitscreen: SWF/Picture/
Video/SWF and Ticker

playback formats

Common picture formats as i.e.:

- JPG, JPEG, BMP, GIF, PNG
- PPT[1]
- PDF (Fullscreen)

Ticker

- RSS Newsfeeds (Vers. 0.9, 1.0 & 2.0)
- Ticker in font, color, size and speed individually adjustable[2]

Video formats as i.e.:

- MPEG1, MPEG2, VOB (without control data)
- SWF (up to FlashPlayer 9)
- DivX 4 & higher
- Quicktime 4 & higher
- MPEG4, MJPEG, WM9
- H.264

Screen resolution

- minimal 1024x768
- maximal 1920x1080

Internet/Streaming

- Internet-pages (W3C compliant)[3]
- Streaming
- udp, rdp, rtsp, http as MPEG2/MPEG4

TV (optional)

- DVB-T, DVB-S, DVB-C
- IPTV Streams

[1] Limitations and defined viewing capabilities are described in the manual, i.e.: larger than 320 pixel, without embedded video & sound, etc. [2] Recommendation: 32" LCD, size of ticker 15pt & speed 11ms in combination with optimised moving content [3] Access over a proxy without password possible

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digital information system
SPECIAL CONTENT DRAFTS

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Macnetix brings life to your digital screens! With our special content-mix you and your customers stay fully informed. In addition your digital signs draw even more attention.

What is contained in the draft package?

For sports lovers:
Whether Bundesliga, Champions-league or UEFA-Cup – With the contents of **kicker.de** you will never miss an important game again.

For everybody that does not want to miss out on anything:
With up-to-date news of **spiegel.online** and **bild.de** you stay on top of things.

For the weather-sensitive:
Displays of **wetter.com** show you how the weather will be.

For historians – 20 years after the fall of the wall:
Macnetix as a company from Berlin, in cooperation with Kulturprojekte Berlin, wants to reminisce with several photos.

For the politic interested:
You receive the results of current polls about the political mood in the country from forsa on a weekly basis.

2010 current:

For World Cup Fans:
2010, Germany is back in the football World Cup fever. All about the tournament in South Africa are available for all customers of Macnetix from **kicker.de**.

What does this cost?

We provide the drafts of our special-content-mix free of charge for our Macnetix-service customers . The only requirement: You should possess the newest version of editIT/playIT (Vers. 5), then the data is automatically played onto the screens.

Questions?

We will gladly inform you! Peggy Bielke receives your order at **bielke@macnetix.de**.

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technical details
CONFIGURATION SYSTEM

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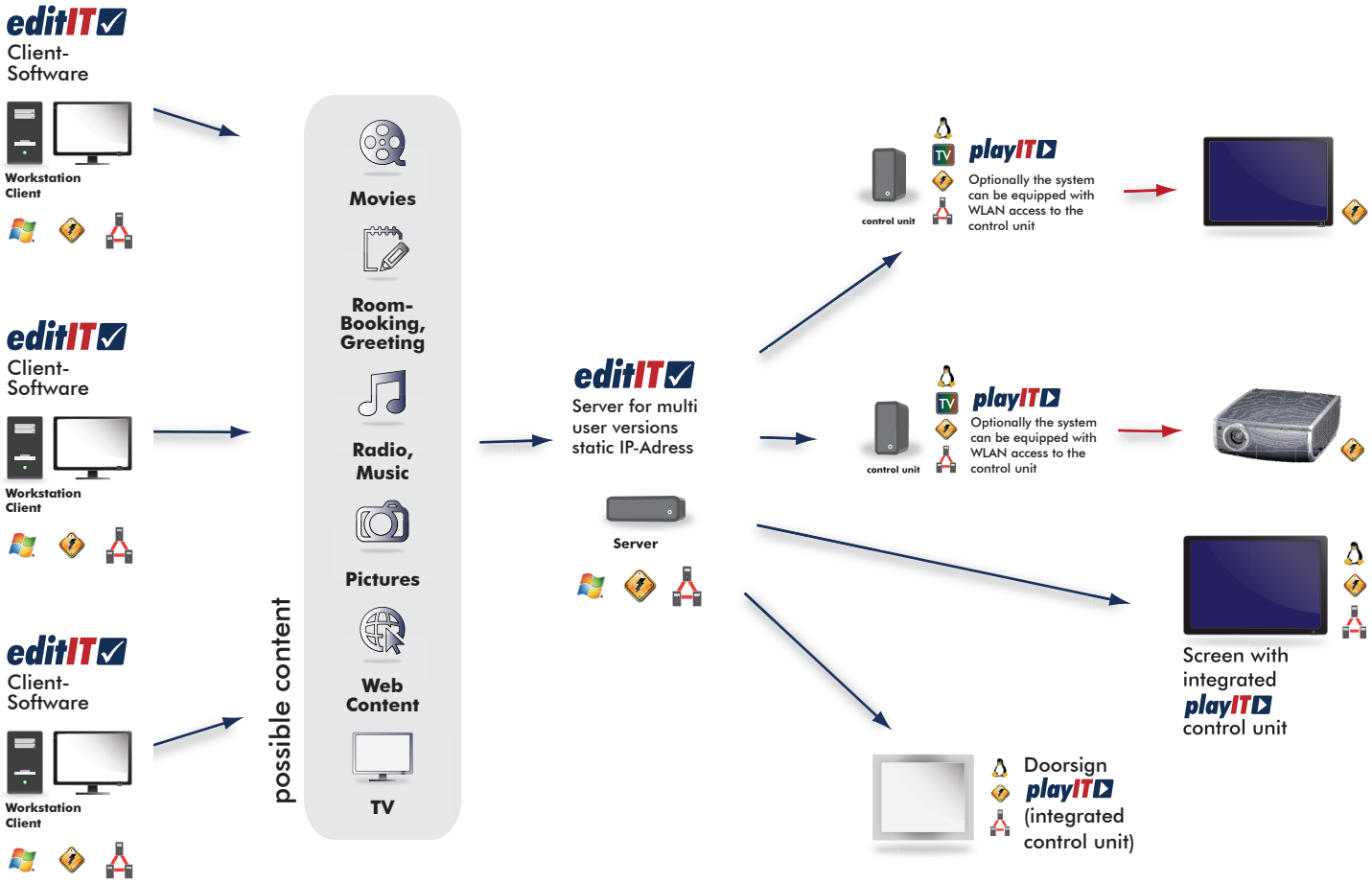

caption:

Windows operating system | Linux operating system | Power | LAN | TV analog or digital | CAT5 | VGA

minimum requirements

editIT Server

- Pentium IV ≥ 2 GHz
- min. 512 MB RAM
- Windows Server 2003 SP2, 2008 SP2, XP Professional SP3, Vista SP2, Windows7
- 500 MB HDD installation space (depending on user content more disc space could be needed)
- Network/Internet
- MySQL Server 4.1 & ODBC Connector

editIT Client

- Pentium ≥ 1,5 GHz
- min. 512 MB RAM
- 100 MB free HDD disc space
- Windows XP with SP3, .NET2.0
- Network/Internet

editIT WebClient Browser

- Microsoft Internet Explorer 6.0 with Javascript or higher

editIT WebClient Server

- min. 512MB RAM
- 100MB free HDD disc space
- Network/Internet
- Windows Server 2003 SP2, 2008 SP2, XP Professional SP3, Vista SP2, Windows7
- with IIS ≥ 5.1, .NET 2.0 and ASP.NET

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technical details
EDITIT - SERVER

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The editIT-server serves as a main interface for the administration of the display areas and controlling of the information to be displayed (conference room occupation, greetings, etc.) on the individual displays (LCD screens, TFT door signs, etc.). The information is displayed according to the day and time. System requirements: Microsoft Windows XPpro, Vista, 7 or Server 2003, 2008.

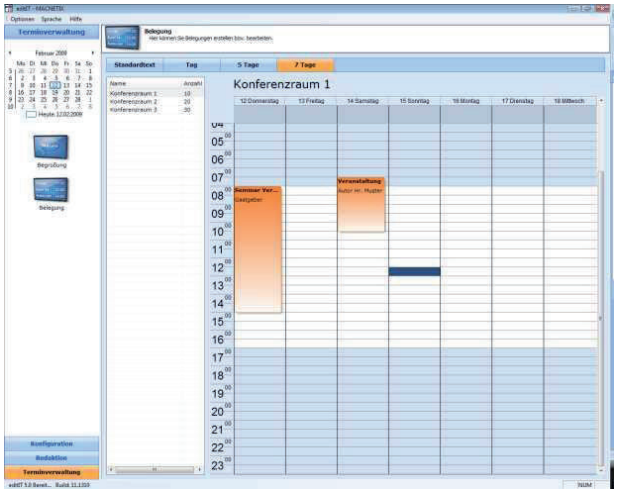
The editIT-Server supports several languages that the user can change any time. With external interfaces to room booking software it is possible to enter dates into the system automatically and display them on the screens.

System-wide configurations like for example interface configuration or settings of the updating intervals of all displays are done centrally on the server via a special input interface (admintool).

Depending on the configuration the users can work with the system over the network and the Internet, and do not require a direct access to the individual displays. However, it is possible for every user any time to see what the possibly far-away display is showing right now using a screenshot.

View front server

View back server



View editIT Software

Modifications and errors reserved.
Several hardware components may deviate at the time of order.
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technical details
EDITIT - SERVER

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Hardware specifications:

2U 19" system with Intel® Core™ i7-920 2,66GHz S1366 and 2GB DDR3 FSB1066 RAM, data transfer is done in a 2x250GB-harddrive with 16MB-Cache in a SATA-II RAID 1.

The hard drive can be exchanged while the system is running, the hardware is pre-configured. The integrated double current supply allows the exchange of a power supply during operation if one of the power supplies fails.

The additional usage of an interruption-free power supply is recommended, the server can be configured so that it is shut down safely in case of a power out.

Server Specification:

- 19" Casing RM-217 2U, without NT, black
- Intel® Core™ i7-920 2,66GHz S1366
- 2GB DDR3 FSB1066 RAM
- 2 x 250GB SATA-2 16MB RAID 1
- DVD-drive black Bulk SATA
- 2x Intel Gigabit LAN onboard
- 2x 500W red. ATX-power supply
- incl. Power cable (CEE 7/4)

Technical specifications:

- Operating temperature: -10 °C to 50 °C
- Air moisture: < 70% non-condensing
- Weight: approx. 11 kg
- Power supply: 230V, 50/60 Hertz
- Power consumption: approx. 300W max.
- Dimensions: 9x43x66 cm (HxW xD)
- ROHS-conform
- CE-certified according to low voltage and EMV-guidelines of the EU

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technical details
CONTROL UNIT

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The digital signage system of Macnetix editIT/playIT is controlled from a mini-PC (control unit) available in two versions.

playIT Control Unit

It is a small, compact device that can be built in and integrated easily, for example behind a digital screen. This type of control unit is quiet. A further advantage is its impressive performance. The mini-PC can be upgraded with a wireless-Lan card even in this size, and requires extremely little service.

Specifications:

- 166(W) x 48(H) x 157(D)mm
- Colour: black
- 1.16kg
- 120 GB HDD
- DVD ROM
- Separate power supply
- Intel Dual-Core 2x1,6 GHz
- Intel 965GM + ICH8M or 945GM + ICH7M
- 1.024 Mb RAM
- Intel GMA X3100 or GMA 950 Graphic

playIT Control Unit HD

The usage of the larger control unit is makes sense especially if you want to play Full-HD-formats over the screens. The device can also be expanded by additional components. The integration of TV-cards enables the reception of analogous or digital TV signals. Of course wireless-LAN can also be integrated in this version.

Specifications:

- 200(W) x 185(H) x 300(D)mm
- Casing type made of aluminium
- Colour: black
- 3,3 kg net / 4,6 kg gross
- Intel Dual-Core 2x2,8 GHz
- Intel G31 Express + ICH7
- 2x1.024 Mb RAM
- Nvidia 9400 GT Graphic

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technical details

DOOR SIGNS P-SERIES

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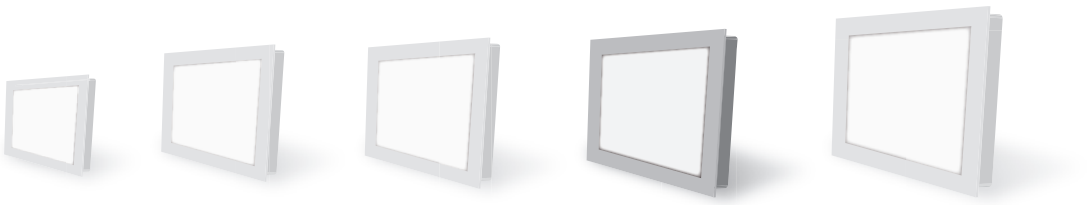

10,4“ 15“ 17“ 19“ 22“

Door sign 19” P-Series

The compact door sign can be integrated easily and perfectly adapts to the respective environment. The panels can be delivered in different colours or materials. According to the wishes of the respective customers, the display can be mounted on the wall or integrated right into it. All in all it can be built in well, as it has only a small installation depth. Further advantages: It is fanless and extremely low-maintenance.

Specifications:

- 19“ / 480mm screen diagonal
- 436(B) x 371(H) x 71(T)mm (with front panel)
- 421(B) x 355(H) x 66(T)mm (without front panel)
- integrated Ethernet Controller
- anti-reflective, scratch-resistant glass
- Colordisplay
- Intel Atom N270 1.6 GHz
- 1GB RAM
- min. 250 GB HDD
- Fanless

optional upgrades:

- WLAN
- SDD instead of HDD

Door signs in use

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DOOR SIGNS P-SERIES

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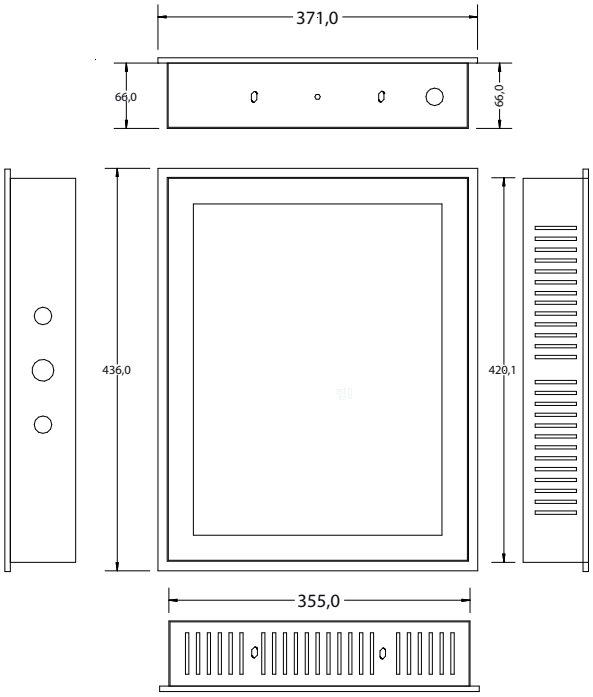
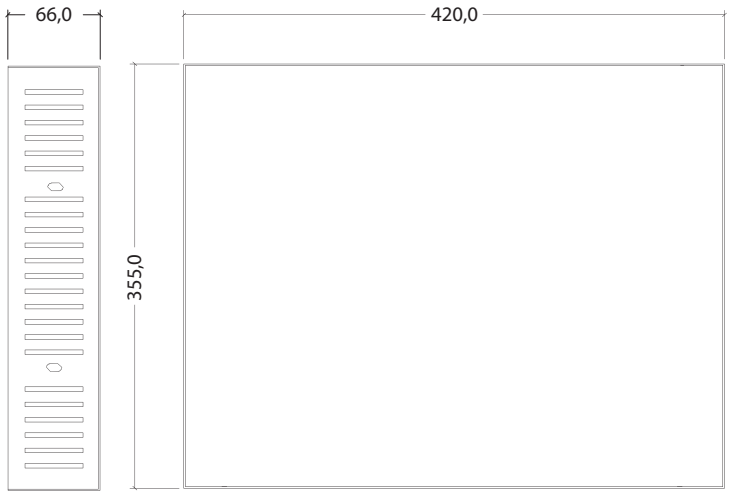
Dimensions door signs 19“ P-Series



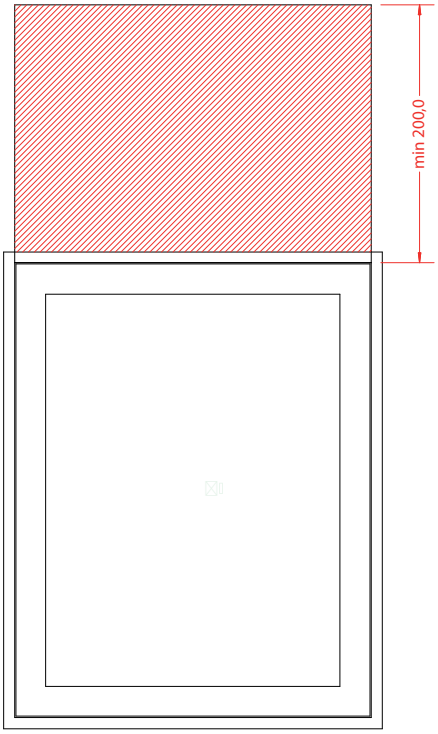
Dimensions build-in bathtub 19“ P-Series



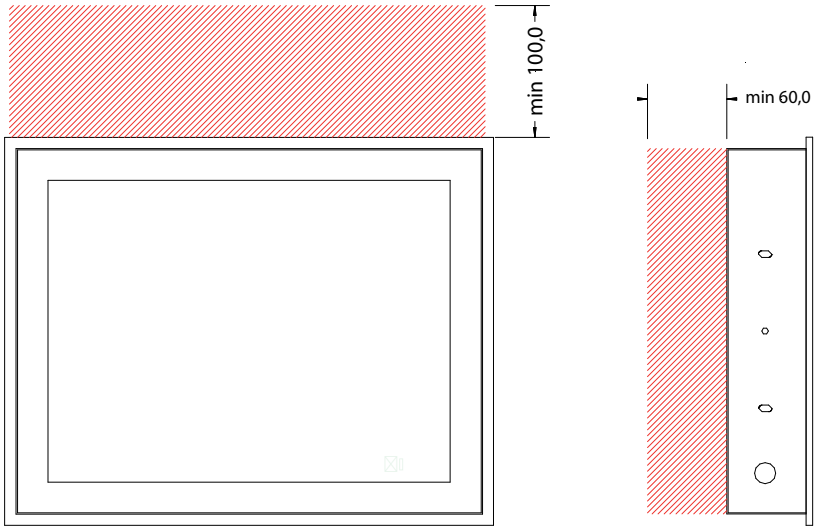
Page view
(hold points)

Front view

Vertical installation (in the wall)



Horizontal installation (in the wall)
the red area is the entire room that is required for ideal air circulation.



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DOOR SIGNS P-SERIES

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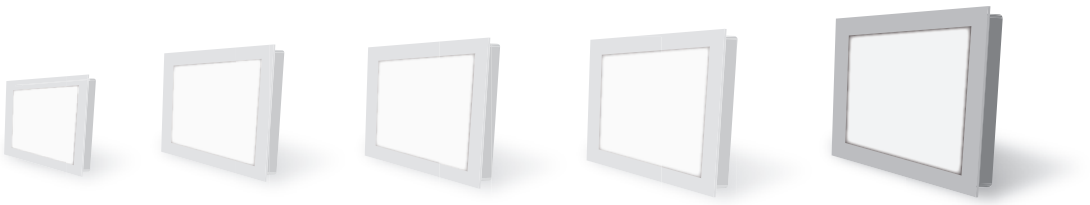

10,4“ 15“ 17“ 19“ 22“

Door sign 22” P-Series

The compact door sign can be integrated easily and perfectly adapts to the respective environment. The panels can be delivered in different colours or materials. According to the wishes of the respective customers, the display can be mounted on the wall or integrated right into it. All in all it can be built in well, as it has only a small installation depth. Further advantages: It is fanless and extremely low-maintenance.

Specifications:

- 22“ / 557,98mm screen diagonal
- 532(B) x 361(H) x 71(T)mm (with front panel)
- 520(B) x 345(H) x 66(T)mm (without front panel)
- integrated Ethernet Controller
- anti-reflective, scratch-resistant glass
- Colordisplay
- Intel Atom N270 1.6 GHz
- 1GB RAM
- min. 250 GB HDD
- Fanless

optional upgrades:

- WLAN
- SDD instead of HDD

Door signs in use

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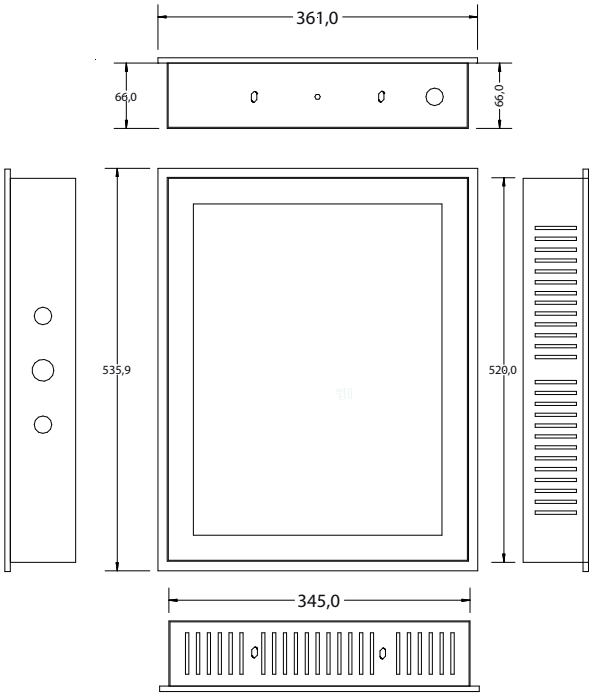
Dimensions door signs 22“ P-Series

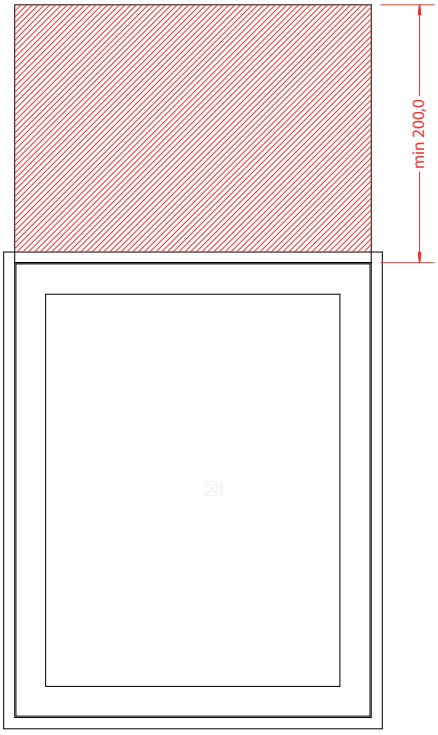


Dimensions build-in bathtub 22“ P-Series

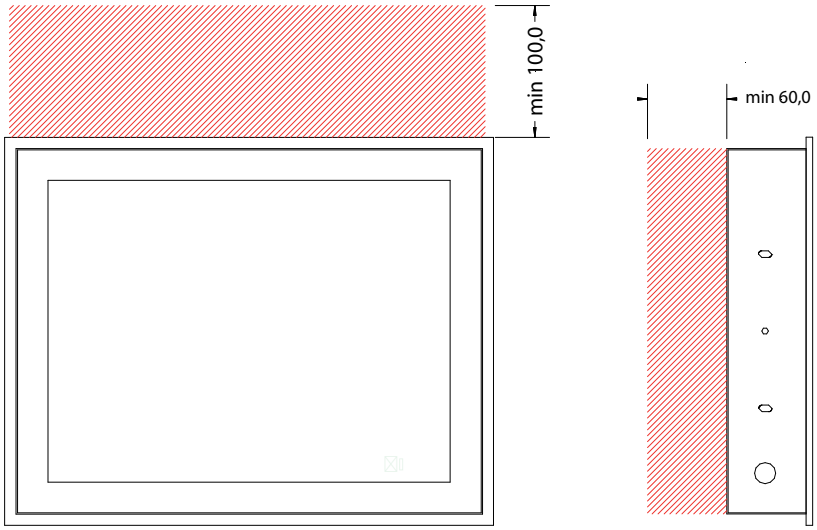
Page view
(hold points)

Front view

Vertical installation (in the wall)



Horizontal installation (in the wall)
the red area is the entire room that is required for ideal air circulation.



mail: info@macnetix.com | web: www.macnetix.com

MACNETIX
communicate with intelligence

Philips
LCD monitor

32"
multimedia HD Ready

BDL3215E

The best all round public signage display

for indoor applications

Control your costs with this network-controllable 32" LCD monitor. Whether used in a network or as a single public display, this model offers a variety of features to meet the most demanding public and corporate viewing applications.

Optimized for public viewing
- Wide format WXGA 1366 x 768 resolution for sharper display
- Enhanced zoom feature supports tiled matrix applications
- HDMI input for full digital HD connection in one cable

Operational flexibility for different applications
- Designed for 24/7 operation
- Monitor is network controllable for remote management
- VGA loop through enables daisychaining to multiple monitors
- Portrait mode operability

Lower total cost of ownership
- SmartPower for energy saving
- Advanced anti image sticking function

Sustainable and safe
- Complies with RoHS standards to care for the environment

PHILIPS
sense and simplicity

Highlights

WXGA 1366 x 768 resolution
The wide format of XGA resolution LCD panel is capable of displaying 1366 x 768 pixels; WXGA allows monitors to be non-interlaced to ensure a better display performance and accurate color display effect.

Zoom function for tiled matrix
The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of a vidiwall of 25 displays by dividing up to 5 displays each horizontally and vertically.

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

Designed for 24/7 operation
Public signage displays are used in the most demanding applications. The displays are therefore specifically designed and tested for heavy duty operation, even when 24/7 is required.

Network controllability: RS232
Network controllability allows user to control and adjust monitors remotely through RS232 protocol.

Signal loop through
Multiple screen daisy chain effectively distributes control and visual content from a single source to an array of monitors in various locations within a site.

SmartPower
The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

Advanced anti image sticking
Static images left on-screen for extended periods of time may leave a "ghost image" or image sticking effect on LCD displays. Although image sticking in LCD displays is not permanent, you want to prevent this to happen, especially in locations where content is shown 24/7.

Compliant with RoHS standards
Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

LCD monitor
32" multimedia HD Ready

BDL3215E/00

Specifications

Picture/Display
- Diagonal screen size: 32 inch / 81 cm
- Panel resolution: 1366 x 768p
- Optimum resolution: 1360 x 768 @ 60Hz
- Brightness: 450 cd/m²
- Contrast ratio (typical): 3500:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.511 x 0.511
- Display colors: 16.7 Million colors
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 800	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1366 x 768	60Hz
1440 x 900	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz
1920 x 1200	60Hz

- Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
576p	50Hz
576i	50Hz
720p	50, 60Hz
1080i	50, 60Hz
1080p	50, 60Hz

Connectivity
- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1
- AV input: HDMI x1, Component (BNC) x1, Composite (RCA) x1, Composite (BNC) x1, S-video x1, Audio (L/R) x2
- AV output: Composite (BNC) x1, Audio (L/R) x1

Convenience
- Placement: Portrait, Landscape
- Tiled Matrix: 5 x 5
- Picture in picture:: PBP, PIP, POP
- Screen saving functions: Pixel shift, Low bright
- Signal Loop Through:: RS232, VGA
- Keyboard control:: Hidden, Lockable
- Remote control signal:: Lockable
- Ease of installation: Carrying Handles
- Energy saving functions:: Smart Power
- Picture performance: Advanced color control
- Network controllable: RS232

Dimensions
- Set dimensions (W x H x D): 792 x 487 x 115 mm
- Set dimensions in inch (W x H x D): 31.2 x 19.2 x 4.5 inch
- Set dimensions with stand (H x D): 531 x 205 mm
- Set dimensions with stand in inch (H x D): 20.9 x 8.1 inch
- Product weight: 11.95 kg
- Product weight (lb): 26.35
- VESA Mount: 400 x 200 mm

Operating conditions
- Temperature range (operation): 0 - 40 °C
- Relative humidity: 5 - 90 %
- MTBF: 50.000 hour(s)

Power
- Mains power: 90-264 VAC, 50/60 Hz
- Consumption (On mode): Typical: 69W
- Standby power consumption: <1W

Sound
- Built-in speakers: 2 x 7 W (8 ohm)

Accessories
- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide, Table top stand
- Optional accessories: Fixed wall mount, Flexible wall mount, Ceiling mount

Miscellaneous
- Bezel: metallic anthracite
- Warranty: Europe/North America: 3 years
- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, RoHS

Issue date 2010-01-11

Version: 3.4.3

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Philips
LCD monitor

42"
multimedia Full HD

BDL4225E

The best all round public signage display

for indoor applications

Control your costs with this network-controllable 42" LCD monitor. Whether used in a network or as a single public display, this model offers a variety of features to meet the most demanding public and corporate viewing applications.

Optimized for public viewing
- Full HD LCD display, 1920x1080p
- Enhanced zoom feature supports tiled matrix applications
- HDMI input for full digital HD connection in one cable

Operational flexibility for different applications
- Designed for 24/7 operation
- Monitor is network controllable for remote management
- VGA loop through enables daisychaining to multiple monitors
- Portrait mode operability

Lower total cost of ownership
- SmartPower for energy saving
- Advanced anti image sticking function

Sustainable and safe
- Complies with RoHS standards to care for the environment

PHILIPS
sense and simplicity

Highlights

Full HD LCD display 1920x1080p

This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high-definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

Zoom function for tiled matrix

The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of a vidiwall of 25 displays by dividing up to 5 displays each horizontally and vertically.

HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

Designed for 24/7 operation

Public signage displays are used in the most demanding applications. The displays are therefore specifically designed and tested for heavy duty operation, even when 24/7 is required.

Network controllability: RS232

Network controllability allows user to control and adjust monitors remotely through RS232 protocol.

Signal loop through

Multiple screen daisy chain effectively distributes control and visual content from a single source to an array of monitors in various locations within a site.

SmartPower

The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

Advanced anti image sticking

Static images left on-screen for extended periods of time may leave a "ghost image" or image sticking effect on LCD displays. Although image sticking in LCD displays is not permanent, you want to prevent this to happen, especially in locations where content is shown 24/7.

Compliant with RoHS standards

Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

LCD monitor
42" multimedia Full HD

BDL4225E/00

Specifications

Picture/Display
- Diagonal screen size: 42 inch / 107 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 500 cd/m²
- Contrast ratio (typical): 1400:1
- Response time (typical): 5 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.485 x 0.485
- Display colors: 1.06 Billion colors
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 800	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1366 x 768	60Hz
1440 x 900	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz
1920 x 1200	60Hz

- Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
576p	50Hz
576i	50Hz
720p	50, 60Hz
1080i	50, 60Hz
1080p	50, 60Hz

Connectivity
- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1
- AV input: HDMI x1, Component (BNC) x1, Composite (RCA) x1, Composite (BNC) x1, S-video x1, Audio (L/R) x2
- AV output: Composite (BNC) x1, Audio (L/R) x1

Convenience
- Placement: Portrait, Landscape
- Tiled Matrix: 5 x 5
- Picture in picture:: PBP, PIP, POP
- Screen saving functions: Pixel shift, Low bright
- Signal Loop Through:: RS232, VGA
- Keyboard control:: Hidden, Lockable
- Remote control signal:: Lockable
- Ease of installation: Carrying Handles
- Energy saving functions:: Smart Power
- Picture performance: Advanced color control
- Packaging:: Reusable box
- Network controllable: RS232

Dimensions
- Set dimensions (W x H x D): 1022 x 615 x 129 mm
- Set dimensions in inch (W x H x D): 40.2 x 24.2 x 5.1 inch
- Set dimensions with stand (H x D): 663 x 250 mm
- Set dimensions with stand in inch (H x D): 26.1 x 9.8 inch
- Product weight: 19.8 kg
- Product weight (lb): 43.65
- VESA Mount: 400 x 200 mm

Operating conditions
- Temperature range (operation): 0 - 40 °C
- Relative humidity: 5 - 90 %
- MTBF: 50.000 hour(s)

Power
- Mains power: 90-264 VAC, 50/60 Hz
- Consumption (On mode): Typical: 135W
- Standby power consumption: <1W

Sound
- Built-in speakers: 2 x 7 W (8 ohm)

Accessories
- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide, Table top stand
- Optional accessories: Fixed wall mount, Flexible wall mount, Ceiling mount

Miscellaneous
- Bezel: metallic anthracite
- Warranty: Europe/North America: 3 years
- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Regulatory approvals: CE, FCC, Class B, CCC, RoHS

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Philips
LCD monitor

46"
multimedia HDTV monitor

BDL4635E

Impress and involve your audience

This 46" professional LCD monitor will deliver your message. Whether used in a network, a tiled matrix or as a single public display, this model offers a variety of features to satisfy the most demanding applications

Optimised for public viewing
- Full HD LCD display, 1920 x 1080p
- HDMI input for full digital HD connection in one cable
- Enhanced zoom feature supports tiled matrix applications

Operational flexibility for different applications
- Portrait mode operability
- Hidden and lockable control buttons
- Monitor is network controllable for remote management
- VGA loop through enables daisy chaining to multiple monitors

Lower total cost of ownership
- Advanced anti-image sticking function

Sustainable and safe
- Complies with RoHS standards of care for the environment

PHILIPS
sense and simplicity

Highlights

Full HD LCD display 1920 x 1080p

This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analogue signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backwards-compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

Hidden and control buttons

The local control buttons of the display are placed in such a way that they are less visible for immediate access. Furthermore, the remote control sensor and the local control buttons can be disabled via RS232 to prevent unauthorised control of the display when placed in a public space.

Network controllability: RS232

Network controllability allows user to control and adjust monitors remotely through RS232 protocol.

Signal loop through

Multiple screen daisy chain effectively distributes control and visual content from a single source to an array of monitors in various locations within a site.

Advanced anti-image sticking

Static images left on-screen for extended periods of time may leave a "ghost image" or image-sticking effect on LCD displays. Although image sticking in LCD displays is not permanent, you want to prevent from happening, especially in locations where content is shown almost 24/7.

Compliant with RoHS standards

Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

Zoom function for tiled matrix

The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of a vidiwall of 25 displays by dividing up to 5 displays each horizontally and vertically.

LCD monitor
46" multimedia HDTV monitor

BDL4635E/00

Specifications

Picture/Display
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Diagonal screen size: 46 inch / 116.8 cm
- Aspect ratio: 16:9
- Pixel pitch: 0.53025 x 0.53025 mm
- Optimum Resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m²
- Contrast ratio (typical): 3500:1
- Display colours: 16.7 million colours
- Viewing Angle (H / V): 178 / 178 degree
- Response time (typical): 8 ms
- Horizontal Scanning Frequency: 31.5 - 91.1 kHz
- Vertical Scanning Frequency: 58 - 85 Hz
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Picture in Picture, Progressive Scan, 3D MA deinterlacing

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 75 Hz
720 x 400	70 Hz
800 x 600	60 Hz
1024 x 768	60 Hz
1280 x 720	60 Hz
1280 x 768	60 Hz
1360 x 768	60 Hz
1600 x 1200	60 Hz
1920 x 1080	50, 60 Hz

- Video formats

Resolution	Refresh rate
480i	60 Hz
480p	60 Hz
576i	50 Hz
720p	50, 60 Hz
1080i	50, 60 Hz
1080p	60 Hz

Connectivity
- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: HDMI x 2, Component (YPbPr) x 1, Audio (L/R) for YPbPr x 1, Composite (CVBS) x 2, S-video x 1, Audio (L/R) x 2 for CVBS and S-Vid
- AV output: Composite (CVBS) x 1, Audio (L/R) x 1
- Connectivity Enhancements: External Loudspeaker connector

Convenience
- OSD Languages: English, French, German, Italian, Spanish, Polish, Turkish, Russian
- Detachable Audio: 2 x 7 Watts (optional) speakers
- Network controllable: RS232
- Placement supported: Portrait, Landscape
- VESA Mount: 400 x 200 mm
- Regulatory Approvals: CE Mark, RoHS, FCC Class A, UL

Tuner/Reception/Transmission
- Video Playback: NTSC, PAL, SECAM

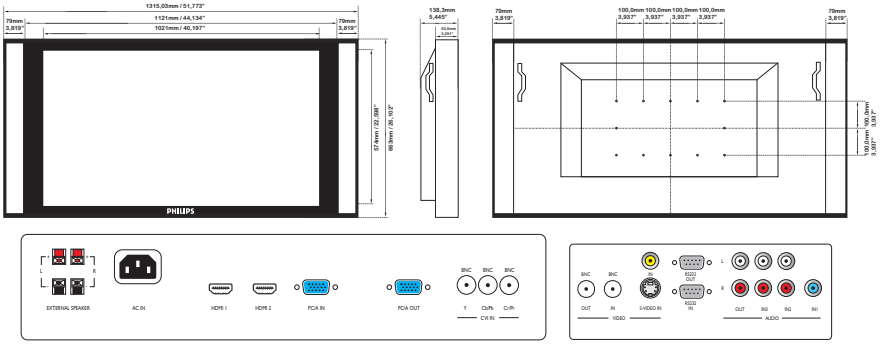
Power
- Consumption (On mode): 165 W (typical)
- Mains power: 90-264 VAC, 50/60 Hz
- Standby power consumption: < 5 W

Dimensions
- Set dimensions (W x H x D): 1122 x 663 x 138 mm
- Set dimensions in inch (W x H x D): 44.2 x 26.1 x 5.4 inch
- Set dimensions with stand (H x D): 705 x 406 mm
- Set dimensions with stand in inch (H x D): 27.8 x 16.0 inch
- MTBF: 50,000 (excl. CCFL 60,000) hrs

Technical specifications
- Operating temperature range: 0 - 40 °C
- Relative humidity range: 5% - 90%

Accessories
- Included Accessories: HDMI-DVI adapter cable, VGA cable, Remote Control, Batteries for remote control, User manual on CD-ROM, AC Power Cord, Quick start guide
- Optional accessories: Table stand BM05211, Speakers BAL4631S1, Ceiling mount BM04111 and BM01111, Fixed wall mount BM02111, Flex wall mount BM04111 and BM02212

Miscellaneous
- Warranty: Europe/North America: 3 years
- Bezel: metallic anthracite



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www.philips.com

Philips
LCD monitor

52"
multimedia HDTV monitor

BDL5231V

Impress and capture your audience

with a slim bezel 52" LCD

Deliver your message in the most demanding applications with this stylish 52" LCD display. Whether used in a network environment, a tiled matrix set-up or as a single public display, your audience will be astonished.

Optimised for public viewing
- Full HD LCD display, 1920 x 1080p
- Slim bezel design for a stylish look
- Enhanced zoom feature supports tiled matrix applications
- Projects a high brightness picture even in daylight

Operational flexibility for different applications
- Monitor is network controllable for remote management
- Smart insert in the back cover to place a small PC

Lower total cost of ownership
- SmartPower for energy saving
- Brightness automatically adjusts with ambient conditions
- Advanced anti-image sticking function

Sustainable and safe
- Complies with RoHS standards of care for the environment

PHILIPS
sense and simplicity

Highlights

Full HD LCD display 1920 x 1080p
This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

Slim bezel
A slim bezel design adds a stylish look to a public display to blend in nicely in most environments. Furthermore, this design is ideal for tiled matrix video walls.

Zoom function for tiled matrix
The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of a vidiwall of 25 displays by dividing up to 5 displays each horizontally and vertically.

High brightness
Allows daylight viewing even in large public environments with high ambient light conditions.

Network controllability: RS232
Network controllability allows user to control and adjust monitors remotely through RS232 protocol.

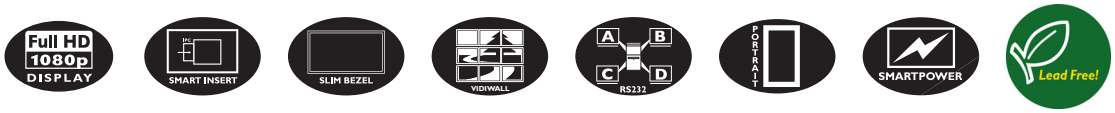
Smart insert
Professional PCs are part of most public signage installations. Quite often they add additional depth to the public display and a lot of cable clutter. This public display contains a Smart insert in the back cover that will fit many professional small form factor PCs. In addition, it offers provisions for efficient cable management.

SmartPower
The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

Automatic brightness control
The adjustment of display settings to correspond with ambient light without user intervention.

Advanced anti-image sticking
Static images left on-screen for extended periods of time may leave a "ghost image" or image-sticking effect on LCD displays. Although image sticking in LCD displays is not permanent, you want to prevent from happening, especially in locations where content is shown almost 24/7.

Compliant with RoHS standards
Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.



LCD monitor
52" multimedia HDTV monitor

BDL5231V/00

Specifications

Picture/Display
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Aspect ratio: 16:9
- Diagonal screen size: 52 inch / 132 cm
- Optimum Resolution: 1920 x 1080 @ 60 Hz
- Brightness: 700 cd/m²
- Contrast ratio (typical): 4000:1
- Response time (typical): 8 ms
- Pixel pitch: 0.6 x 0.6 mm
- Display colours: 1.07 Billion colours
- Viewing Angle (H / V): 178 / 178 degree
- Horizontal Scanning Frequency: 31.5 - 91.1 kHz
- Vertical Scanning Frequency: 58 - 85 Hz
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Picture in Picture, Progressive Scan, 3D MA deinterlacing

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 75 Hz
800 x 600	60 Hz
1024 x 768	60 Hz
1280 x 768	60 Hz
1360 x 768	60 Hz
1366 x 768	60 Hz
1600 x 1200	60 Hz
1900 x 1200	60 Hz (red. Blanking)
1920 x 1080	60 Hz

- Video formats

Resolution	Refresh rate
480i	60 Hz
480p	60 Hz
576i	50 Hz
576p	50 Hz
720p	50, 60 Hz
1080i	50, 60 Hz
1080p	60 Hz

Connectivity
- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x 1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: HDMI x 1, Component (YPbPr) x 1, Audio (L/R) for YPbPr x 1, Composite (BNC) x 1, Composite (CVBS) x 1, S-video x 1, Audio (L/R) x 2 for CVBS and S-Vid
- AV output: Audio (L/R) x 1, Composite (BNC) x 1
- Connectivity Enhancements: External Loudspeaker connector

Convenience
- Network controllable: RS232
- VESA Mount: MIS-F 400 x 400 mm (Set), MIS-D 100 x 100 mm (Smart insert)
- Placement supported: Portrait, Landscape
- OSD Languages: English, French, German, Italian, Spanish, Polish, Turkish, Russian, Simplified Chinese
- Regulatory Approvals: CE Mark, RoHS, UL, FCC Class B, CCC

Sound
- Built-in speakers: 2 x 5 W (8 ohm)
- Detachable speakers: 2 x 7 W (8 ohm)

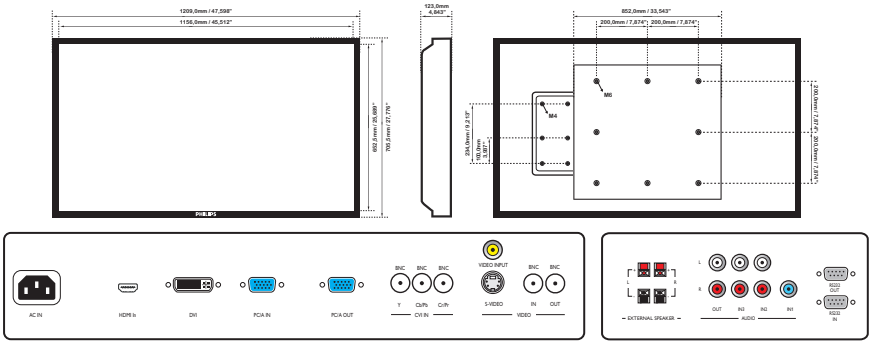
Power
- Mains power: 90-264 VAC, 50/60 Hz
- Consumption (On mode): 235 W (typical)
- Standby power consumption: < 1 W

Dimensions
- Set dimensions (W x H x D): 1209 x 705.5 x 123 mm
- Set dimensions in inch (W x H x D): 47.59 x 27.77 x 4.85 inch
- Set dimensions with stand (H x D): 751 x 406 mm
- Set dimensions with stand in inch (H x D): 29.57 x 15.95 inch
- Smart insert (WxHxD): 160 x 300 x 55 mm
- Smart insert in inch (WxHxD): 6.30 x 11.81 x 2.17 inch
- Bezel thickness: 2.6 cm/1.04 inch
- Product weight: 36.5 kg
- Product weight (lb): 81.3
- MTBF: 50,000 hrs

Technical specifications
- Operating temperature range: 0 - 40 °C
- Relative humidity range: 5% - 90%

Accessories
- Included Accessories: VGA cable, Remote Control, Batteries for remote control, User manual on CD-ROM, AC Power Cord, Quick start guide
- Optional accessories: Table stand BM05211, Speakers BAL4631S1

Miscellaneous
- Bezel: metallic anthracite
- Warranty: Europe/North America: 3 years



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Who are we?

- An innovative, international software company -

Macnetix (Marketing Communications Network Inter-Exchange) is a modern, dynamic company that has been developing intelligent software solutions for almost a decade. The company is based in Berlin.

What do we make?

- Software solutions - editIT the digital playIT in signage. - IPTV HD -

Our customers benefit from our many years of experience, because our products are being continually developed and optimised.
In addition to individual software solutions, Macnetix has also been able to successfully establish two of its own standard applications in the market.
editIT/playIT (Version 5) is used as an advertising and information system for digital signage; IPTVHD is a digital multimedia television.

Our customers.

- Hotels - Restaurants - Companies – Trade fairs
- Colleges - Banks - Museums - Hospitals/Clinics -

Our customers include companies from a wide range of sectors and industries. They include Bacardi, Lufthansa Cargo and Otto GmbH, as well as numerous top hotels such as Mövenpick and Six Senses.

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